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In this week's interview, we talk to SEO expert Mark Kuzmack from [Marksmen Studio](#). Mark's biggest strength is listening to his clients and discovering who they are. He seamlessly integrates website design, SEO and content to reflect each of their individual identities.



How did you get into the industry?

I began as a designer, thinking it would be rewarding to develop that part of my brain. Which it was. Then I found myself becoming fascinated with SEO and getting deeper and deeper into it. It sort of crept up on me without any conscious decision being made. At a certain point I realized I'd crossed a boundary and now it's most of what I do.

Why do you work with Squarespace over other platforms?

Initially, there was the aesthetics. I was also attracted to the niche nature of the product. I thought the all-in-one model requiring less technical knowledge from end users would be successful over time. I still think so, but it's an open question whether Squarespace will be able to improve the platform at the rate necessary to keep their position.

What makes your business unique?

The breadth. I don't just do discrete tasks, I help people think through what their enterprise really is, how it presents itself, and where it should go.

What services do you offer?

Complete website projects and SEO consulting mainly on a retainer basis.

What work are you most proud of and why?

Come back to me in a few years with that one.

What are your preferred industries to work with?

It's more the type of project I tend to prefer rather than the industry itself. But I will say that fashion projects interest me. They're a challenge from both a design and SEO standpoint and that plays to my strengths, so I'd like to do more in that area. I also like it when an industry or niche hasn't been mercilessly worked over by SEO's, it's just more rewarding to work in it.

What is one piece of advice you would give clients?

Think as clearly as you can about what you actually want and need, and be comfortable with the boundaries of your expertise.

What inspires you?

The collapse of totalitarian regimes.

What do you do to overcome creative blocks?

If you do it right, one's afternoon coffee can be a very powerful thing.

What are you working on at the moment?

It's all SEO clients. An institute that provides specialized training and advisory services to Fortune 1000 companies and a Caribbean travel site, among others.

What is your favorite website to use and why?

Ahrefs, the SEO tool. It's mindblowing what you can do with it.

What are your interests outside of your business?

I read books and listen to music. Also, pinball.

Where do you see yourself in 5 years?

If there were one endeavor that made wide enough use of my capabilities, I could see focusing exclusively on it.

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